Have a question? We would love to hear it! Submit yours at registration and be entered into a raffle at the end of the evening!
17-20 STRATEGIC PLAN

SMPS VISION
Business transformed through marketing leadership.

SMPS MISSION
To advocate for, educate, and connect leaders in the building industry and create business opportunities.

SMPS CORE PURPOSE
To enrich knowledge and advance practices that build business for professional services firms.

SMPS CORE VALUES
Innovation, Integrity, Relationships
Life-long Learning, Service

SMPS SEATTLE MAIN GOAL
To be recognized as the resource for professional service firms to elevate the skills and results marketing and business development contributes to achieving strategic firm objectives.

THE PATH AHEAD

OBJECTIVE 1
Connect with Content
Provide relevant forward thinking content that elevates the skills and knowledge of the AEC industry that establishes SMPS Seattle as an industry thought leader.
• Elevate level of speakers
• Stay on trend with current topics and interests
• Create skill development opportunities
• Engage in value added communication & outreach
• Explore content for alternative channels

OBJECTIVE 2
Engagement
To engage professionals in the built environment.
• Engage professionals at all levels of their career
• Understand members’ program needs and gaps
• Provide engagement outside of Seattle
• Connect SMPS professionals with other professional organizations
• Create plans to increase number of Fellows, CPSMs and new members

OBJECTIVE 3
Infrastructure
Create a sustainable model for an efficient chapter.
• Create chapter documentation process
• Streamline communication tools
• Maintain 100% financial reserves
• Implement a volunteer plan

GOALS
1. Establish a minimum threshold of attendance at events using membership count: Lunch -30%; FF - 20%, Workshops - 90% capacity, Reign Awards 40%
2. Maintain a 90% member retention rate
3. Strive for 10% new membership growth per year
4. 10% of annual educational event registration is technical staff
5. Partner with other industry organizations for 2 education events per year
6. Connect with every member, every year
7. Add 20 CPSMs over 3 years
8. Add 2 new Fellows over 3 years